

Golfers take heart: CD could help you

Maine firm puts swing into things

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KENNEBUNKPORT — You can't dance to it, but a new compact disc claims it can improve your swing — your golf swing, that is.

"In-Sync Golf" aims to improve golfers' "mental game" by teaching them to relax, concentrate and visualize their game better.

"Your decision to work with this exercise will vastly improve your game. You will learn the skills necessary to play at your very best. ... How to think, and therefore, play better. Your enjoyment of the game will increase as your score decreases," the CD's narrator says.

The CD uses "Hemi-Sync" sound technology, something that is supposed to teach listeners how to synchronize the two sides of the brain.

Hemi-Sync sends different sound frequencies in each ear of a headphone-wearing listener. The result is a vibrato effect, which Mark Gonsalves, president of In-Sync Sport International, says affects the brain in a way that can improve concentration and help golfers play "unconsciously."

"In athletic performance, when a person is playing their best ... they're playing very much at the uncon-

scious level. Just like you tie your shoes unconsciously, you drive your car unconsciously, you brush your teeth unconsciously," he said in an interview at the Cape Porpoise harborside offices of his year-old company.

According to the Monroe Institute, the Virginia non-profit research institute that patented Hemi-Sync, the brain responds to the two frequencies by "hearing" a third frequency that can maximize brain power.

After an explanatory introduction, "In-Sync Golf" takes listeners through a series of breathing and relaxation techniques, and it tells them it's OK to fall asleep for the remainder of the 55-minute CD. Those that stay awake are asked to visualize a perfect golf shot.

"The motion was effortless," the narrator says in a soothing, mellifluous voice not unlike some golf announcers'.

"From the moment the ball left the clubface, you had the overriding and distinct feeling of knowing, knowing, knowing that the purely-struck shot was a simple matter of execution," he says.

Listeners are given a mantra-like phrase to recreate their relaxed state of mind on the links. "It's almost Pavlovian," said Gonsalves.

Gonsalves, whose past careers included playing pro golf and owning a computer-related firm in Massachusetts, said business has been brisk since he launched the \$49.95 golf CD in September. It's been especially hot in golf-crazy Japan, where Gonsalves sold 20,000 discs at a trade



AP photo

Mark Gonsalves, president of In-Sync Sport International of Kennebunkport, relaxes to the soothing sounds of "In-Sync Golf," a new compact disc designed to improve golf skills. Gonsalves says the CD teaches golfer's to relax, concentrate and visualize a better swing. Gonsalves concedes, though, that the CD won't "turn a weekend player into Jack Nicklaus."

show two days after the CD came out.

The 33-year-old entrepreneur visualizes big things ahead in the In-Sync CD lineup. He has purchased exclusive rights for Hemi-Sync in athletic applications.

Production wrapped recently on a tennis CD, and Gonsalves hopes to sell CDs for soccer, skiing and others sports, as well.

Gonsalves said several pros are using the CD. They may have the most to gain, he said.

"Earning a living playing golf, it's important that they acquire any edge that they can," he said.

Unfortunately for those lowly duffers and hackers looking to better their scores, the CD doesn't make any claims about improving physical golf skills. Gonsalves recommends some good instruction for that.

"It allows the person to play more often to their own true level of ability," he said of the disc.

"It's not going to turn a weekend player into Jack Nicklaus."